

WE SPEND **2**  
HOURS ONLINE  
ON OUR  
SMARTPHONES  
EVERY DAY<sup>1</sup>



**33%** OF PATIENTS  
SAY THEY WOULD  
PREFER TO BOOK GP  
APPOINTMENTS  
ONLINE<sup>2</sup>



**76%** OF OVER  
50'S OWN A  
MOBILE PHONE<sup>3</sup>



APPS ACCOUNT  
FOR **89%**  
OF MOBILE  
MEDIA TIME<sup>4</sup>



SMARTPHONES  
OVERTAKE  
LAPTOPS AS  
UK USERS'

NO **1** DEVICE  
FOR GETTING  
ONLINE<sup>1</sup>



**64%** OF ADULTS  
AGREE THAT  
BEING ONLINE IS  
INVALUABLE FOR  
KEEPING THEM  
INFORMED<sup>1</sup>



## References:

1. Ofcom Q1, 2015
2. Royal College of General Practitioners, 2015
3. QuickServe, 2016
4. Smart Insights, 2015